

# No Hotel Stay or Reservation Required; Use Promotion Code 'F111' to Receive Free\* BlackBerry® Smartphone

□ **CHICAGO, IL (Sept 2, 2009)** – Beginning Friday, September 4, 2009, Hyatt Place and Hyatt Summerfield Suites will kick-off the launch of the brands' mobile websites by giving away free\* BlackBerry® Smartphones to 100,000 consumers nationwide.

"The rise in people living a multitasking lifestyle can be attributed in large part to the popularity of smartphones," said Alison Kal, vice president, marketing, Hyatt Hotels & Resorts. "As more people shift to that lifestyle, it's imperative that we offer the technology that matches our guests' needs. For that reason, we will pre-load smartphones with Hyatt Place and Hyatt Summerfield Suites icons so our websites are just a click away."

Travelers can access the new Hyatt mobile websites by entering [www.HyattPlace.com](http://www.HyattPlace.com) and [www.HyattSummerfieldSuites.com](http://www.HyattSummerfieldSuites.com) directly into their mobile device Internet browser. Once at the site, users can find the functionality they expect, including researching locations, making guestroom reservations and editing an existing reservation. All rates found on the mobile websites are supported by the Hyatt Best Rate Guarantee.

"We know people who have smartphones rely on them to accomplish a broad spectrum of tasks. In fact, more than 50 percent of Americans attribute increased productivity to better mobile technology.\*\* Our mobile websites allow people to easily book travel in the way that is most convenient for them," continued Kal.

In addition to booking travel, Hyatt Place and Hyatt Summerfield Suites guests will benefit from the convenience BlackBerry® Smartphones provide. Guests can better manage their to-do list and stay more connected to home whether they are away from home for one night or an extended period of time.

## HOW TO RECEIVE A FREE BLACKBERRY SMARTPHONE

Those interested in a free BlackBerry® Smartphone should visit [www.HPFreeBlackberry.com](http://www.HPFreeBlackberry.com) or [www.HSSFreeBlackberry.com](http://www.HSSFreeBlackberry.com) and enter 'F111' as the promotion code. From there, consumers choose their preferred airtime carrier, and review and agree to a new two-year service agreement.

There is no Hyatt Place or Hyatt Summerfield Suites reservation or stay required to receive a free\* BlackBerry® Smartphone.

## HYATT PLACE BACKGROUND

*Hyatt Place* was inspired by the changing landscape of contemporary, multi-tasking travelers, who seamlessly merge personal and professional activities. To help guests achieve this lifestyle, *Hyatt Place* offers casual hospitality with a balanced mix of comfortable and functional amenities.

- **Complimentary** continental breakfast daily, featuring a variety of fresh fruits, hot and cold cereal, yogurt, breads, coffee and an assortment of juices
- **Complimentary** Wi-Fi throughout the hotel
- A 42-inch flat panel, high-definition television, an eight-foot sectional sofa-sleeper and the Hyatt Grand Bed™ in every spacious guestroom, which can sleep up to six adults comfortably
- Freshly prepared snacks and breakfast, lunch and dinner entrées, such as waffles, salads, pizza, sandwiches and soup, available to purchase around the clock; a Grab 'n Go case is stocked with sandwiches, salads and bottled beverages for hurried guests
- In-room refrigerator to store any food items
- Indoor or outdoor swimming pools at most locations

## HYATT SUMMERFIELD SUITES BACKGROUND

*Hyatt Summerfield Suites*' studio, one- and two-bedroom guest suites combine casual hospitality, residential design solutions and the comforts and conveniences that encourage guests to feel at home.

- **Complimentary** hot breakfast buffet seven days a week offering traditional favorites like eggs, waffles and French toast

- **Complimentary** Evening Social every Monday – Thursday featuring complimentary beverages and hors d'oeuvres that change nightly, including a mashed potato bar, soup and fresh mixed field greens
- **Complimentary** high-speed Internet access in every guest suite and complimentary Wi-Fi access in the Guest House
- A 32-inch flat panel, high-definition television, a dedicated work area and the Hyatt Grand Bed™ in every spacious guest suite, which can sleep up to 10 adults comfortably\*\*\*
- A full kitchen in every guest suite where guests can prepare a fast, easy and inexpensive meal
- A 24-hour Guest Market offering a variety of grocery staples such as pasta, soup, beverages and snacks
- Complimentary grocery shopping service
- Indoor or outdoor swimming pools at all locations

For further information:

### About Hyatt Hotels Corporation

**Hyatt Hotels Corporation**, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt@**, **Park Hyatt@**, **Andaz™**, **Grand Hyatt@**, **Hyatt Regency@**, **Hyatt Place@** and **Hyatt Summerfield Suites™** brand names and have locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club@** brand. As of June 30, 2009, the company's worldwide portfolio consisted of 413 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### About PageMaster Corporation

PageMaster Corporation, headquartered in Thousand Oaks, California, is a promotion marketing firm which specializes in the development and execution of mobile promotions and promotional partnerships utilizing mobile products and services.

Contact Information: Marc Resnick (805) 371-0575

###

\*No stay required. Get a free\* BlackBerry Smartphone after instant discount when you activate a new line of service with a 2-year subscriber agreement. Contract renewal and upgrade options are also available for existing customers, however price may vary. To receive the phone, you will be required to enter into a new 2-year subscriber agreement of at least \$39.99 per month and pay up to a \$36 activation fee per line plus up to \$9.99 in shipping and handling. BlackBerry Smartphone and other devices may also require a monthly data plan, at an additional cost, which varies by airtime provider. If you cancel your service contract prior to the end of the 2-year agreement, up to a \$200 early termination fee may be charged by the airtime provider. Void where restricted or prohibited by law. Offer expires on 12/31/09. Not valid with any other offer. Restrictions may apply. Valid credit card required. Service may not be available in all markets or on all carriers. Offer subject to subscriber agreement and credit approval. Offer subject to change and only valid in the U.S.A. Orders fulfilled by Simplexity, an authorized agent for the airtime providers. See [order page](#) for complete details. HYATT, Hyatt Place, Hyatt Summerfield Suites and names, designs and related marks are trademarks of Hyatt Corporation. ©2009 Hyatt Corporation.

\*\*Kelly Global Workforce Index, June 24, 2009

\*\*\*Number of adults is based on a two-bedroom suite

Amy Patti  
Hyatt Hotels & Resorts  
(312) 780-5620  
[amy.patti@hyatt.com](mailto:amy.patti@hyatt.com)

---

<https://stage.mediaroom.com/hyatt2/2009-09-02-HYATT-PLACE-AND-HYATT-SUMMERFIELD-SUITES-CELEBRATE-MOBILE-WEBSITE-LAUNCHES-WITH-FREE-BLACKBERRY-SMARTPHONE-GIVEAWAY-TO-100-000-CONSUMERS-NATIONWIDE>